

**CITIES OF FAIRVIEW, WOOD VILLAGE, AND TROUTDALE**

**REQUEST FOR PROPOSAL (RFP)  
No. 1-2016**

**NE HALSEY CORRIDOR ECONOMIC DEVELOPMENT STUDY PROJECT**

**PROPOSALS DUE:  
JUNE 30, 2016  
4:00 PM**

**SUBMIT PROPOSALS TO:**  
City of Fairview  
Public Works Department  
1300 NE Village Street  
Fairview, OR 97024  
ATTN: Erika Palmer, Senior Planner

**CONTACT INFORMATION:**  
Erika Palmer, Senior Planner  
[palmere@ci.fairview.or.us](mailto:palmere@ci.fairview.or.us)  
(503) 674-6242

MAY 26, 2016

## TABLE OF CONTENTS

1.	SUMMARY AND BACKGROUND .....	2
2.	PROJECT PURPOSE AND DESCRIPTION .....	3
3.	PROPOSAL GUIDELINES .....	5
4.	COLLABORATION WITH STAFF/COMMUNITY PROCESS.....	6
5.	PROJECT SCOPE.....	6
6.	PROPOSAL EVALUATION CRITERIA .....	7
7.	SUBMISSION REQUIREMENTS .....	9
8.	REQUEST FOR PROPOSAL AND PROJECT TIMELINE.....	9

## 1. SUMMARY AND BACKGROUND

The Metro Council recently awarded the City of Fairview a Community Planning and Development Grant (CPDG) to perform corridor analysis and develop an economic development strategic plan along the NE Halsey Street corridor. Through the grant, the City of Fairview has partnered with the neighboring jurisdictions of Wood Village and Troutdale, in addition to Multnomah County, to perform a corridor analysis and to develop an economic development strategic plan along the NE Halsey Street Corridor (hereinafter referred to as Halsey Corridor) from Fairview Parkway east to the Historic Columbia River Highway in Troutdale. Representatives from the Cities (hereinafter referred to as Project Team) invite proposals from qualified individuals, firms, teams (hereinafter referred to as Consultants), with demonstrated experience in: economic development analysis; planning and design; and public involvement.

The NE Halsey Corridor Economic Development Strategic Plan (hereinafter referred to as Halsey Corridor Plan) will build upon previous efforts, most notably the NE Halsey Conceptual Design Project (2005) and the East Metro Connections Plan (2012). Prior to the development of Fairview Village, this segment of Halsey Street was designated as a Major Arterial serving five lanes of traffic. A reclassification was requested by the City of Fairview and other jurisdictions to designate the corridor as a three-lane minor arterial. Subsequent design changes enabled increased access for pedestrians, cyclists, and transit users.

The NE Halsey Conceptual Design Project conceptualized a series of streetscape design standards consistent throughout the corridor that were combined with subtle design qualities unique to each community. Other objectives included creating a sense of identity and entryway into each community, and exploring the opportunity of incorporating green-street design in the streetscape. The Design Project did not get into specifics regarding implementation of recommendations, as they were to be "...implemented over time as development occurs, land uses change and/or funding becomes available." One of the purposes for pursuing this grant is to revisit, perhaps modify and develop additional recommendations for the corridor.

The East Metro Connections Plan arose in recognition of the need for governments to pool resources and work together to develop affordable and common solutions that benefit multiple communities through the transportation network. Hence, it links previously separate efforts on jobs, parks, housing, equity, and transportation – all in an effort to reinforce these different investments so that they “add up to more than the sum of their parts”. The Plan identifies transportation and other investments that advance economic and community development, recommending three investment packages in the vicinity of NE Halsey from Fairview Parkway to the Sandy River.

- Downtown Fairview and Wood Village: Access, safety, connection, and multi-modal improvements along Fairview Avenue between I-84 and Arata Road
- Edgefield/Halsey Main Street Implementation: Support downtown visions for the three cities and help attract commercial development
- Downtown Troutdale: support future development of the urban renewal area, create local connections, extend regional trail into downtown

The Project Team will utilize a process that builds upon previous foundational planning efforts to form a future implementable vision for the corridor. The planning process is envisioned to occur as follows:

1. **Current Conditions and Inventory:** Barriers to development by location and type will be identified through a review of previous plans, investigation of zoning codes from each jurisdiction, on-site fieldwork, and stakeholder interviews.
2. **Economic Analysis:** Key economic trends will be explored and tools identified necessary to enhance business opportunities and induce new development along the corridor with the following specific steps:
  - Analyze local economic conditions and identify best practices that encourage development and vitality along the Halsey Corridor and any identified subareas.
  - Identify needs through the Halsey Corridor to address existing or forecasted problems such as safety, traffic congestion, infrastructure deficiencies, and underutilized land.
  - Identify opportunities to promote development that is viable or supportable along the Halsey Corridor with or without public subsidy, and if subsidy is required, identify the levels of subsidy anticipated.
  - Document existing and future transportation conditions along the Halsey Corridor from previous planning efforts (NE Halsey Conceptual Design Project, East Metro Connections Plan, local Transportation System Plans, etc.).
3. **Community Visioning:** Using the essential information gathered and identified under (1) above, community input will be collected through the visioning process. The Project Team will seek community input and develop a vision for how the Halsey Corridor will look, function, and provide a unique identity for the three municipalities. During the process, the visioning team will generate principles, develop strategies, and arrive at design concepts for consideration.
4. **Crafting a Strategy:** A consolidated strategy will create direction for the Halsey Corridor that is shared by the Project Team, yet will allow each individual entity to form implementation actions suitable to their unique needs and niche. For example, the Edgefield property, a major regional destination point, provides an opportunity to establish a unique identity along the portion of the corridor that passes through Troutdale. The linkages to town centers and key destinations are part of this strategy.

## **2. PROJECT PURPOSE AND DESCRIPTION**

### **Project Purpose**

This Project seeks comprehensive solutions to address land use and economic challenges facing the Halsey Corridor. The Cities, Multnomah County and Metro have identified the Halsey Corridor as a key strategic area for growth as a Metro 2040 Growth Concept Main Street. The mission of this Project is to create a clear, documented, and shared vision for the Halsey Corridor. This vision will set the stage for collaborative partnerships and funding strategies, spurring new development for attracting new businesses, while strengthening and

retaining the existing business base. The cities, community organizations, property owners and developers will use this plan to promote and evaluate development decisions over the next 20 years. Through evaluating land uses, streetscape design, social/market conditions, and infrastructure along the Halsey Corridor, the Halsey Corridor Plan will refine existing goals and shape new goals and strategies through a collaborative planning process.

The Halsey Corridor Plan should be a focus of coordinated public investment, increased transportation choices and services, efficient utilization of existing infrastructure, protection of environmental resources, becoming a destination for new businesses, and creating a sense of community. It will achieve a shared vision and develop strategies that each city can utilize in their toolbox for individual actions, investments, and collaborative partnerships along the Halsey Corridor. More than a minor arterial, the Halsey Corridor links the three Town Center areas. Hence, portions of the corridor could potentially function similar to a main street and provide regional character.

Consultants will utilize a collaborative process to bring together all stakeholders (defined as residents, property/business owners, and other interested parties within the three local jurisdictions), encouraging them to set the framework for leading this portion of East Metro forward – culminating with the following:

#### Shared Future Vision

The Halsey Corridor Project will act as a local and regional marketing tool to inform current and future residents, businesses, and investors about the adopted shared vision for this key gateway. Further, it will support local and regional initiatives that focus on economic development along the Halsey Corridor, East County and its natural resources – Parks, the Sandy River and access to the Columbia River Gorge. The vision will essentially answer the following questions:

1. What kind of place do we want the Halsey Corridor to become and how do we get there?
2. What tools and changes do we need to develop that will enable this vision to become reality?
3. How will each community proceed to develop implementation programs that are both collaborative and distinctive?

#### Shared Framework

The municipalities and stakeholders, working together toward a shared vision for the corridor, will lead to a collaborative framework that will guide potential development and revitalization activities along the Halsey Corridor. A shared framework will describe the foundations for the vision and set out a series of related objectives and strategies that the communities want to see happen or change over time.

#### Public & Private Investment Guide

Implementing policies, programs, and strategies crafted to facilitate decision-making will ensure future investments and growth in the Halsey Corridor are compatible with the shared vision. The Halsey Corridor Plan will incorporate enough flexibility to enable the three cities to both collectively and individually prioritize investment initiatives and improvement projects. The information on existing conditions, land use, and

transportation/infrastructure needs can be used to seek grants at the regional, state, and federal levels. Utilizing the defined policies, programs and strategies can begin the outline of tangible initiatives that can start the process of positive change along the Halsey Corridor.

### **Project Description**

The Halsey Corridor is an east/west minor arterial connector that links businesses, neighborhoods, and communities between northeast Portland and Troutdale. The Halsey Corridor Project will focus on the 2.8-mile portion of the corridor that passes through the cities of Fairview, Wood Village, and Troutdale – between Fairview Parkway and the Historic Columbia River Highway.

Land uses within the Halsey Corridor include a mix of residential, commercial, industrial, community, and resource land. Properties adjacent to the Halsey Corridor display unique characteristics that reflect the particular city they are located in. In Fairview, for example, the Halsey Corridor adjoins parks, commercial, residential, and medical facilities, in addition to a few vacant and re-developable lots zoned for commercial and mixed-use development. One of the unique features along the Halsey Corridor is Fairview Village – a well-recognized neo-traditional community with a mix of single family homes, row-houses, and apartments built along retail, office, and other civic amenities. The Halsey Corridor is also adjacent to the Wood Village Town Center, an area that includes over 370,000 square feet of commercial structures – including a 31 acre parcel occupied by the vacant Multnomah Greyhound Park and surrounding vacant parcels. The remaining portion of the Halsey Corridor through Wood Village is comprised of small local commercial operations, light industrial properties, a five-acre parcel now occupied by the Wood Village City Hall, a hotel, and city park. To the east in Troutdale is the Edgefield complex, housing developments, an adjacent regional outlet mall, and a clearly defined downtown area often described as the “Gateway to the Gorge.” The Halsey Corridor may include lands adjacent to the Troutdale downtown that are included in the Troutdale Urban Renewal Area.

East County is recognized as an area of under-represented and under-served populations. The local jurisdictions have strived for equity and diversity as they grow and change. This Project will provide the platform for an equitable distribution of economic growth and stimulus that will benefit the entire area. Industrial land in Fairview and Troutdale is in close proximity to the Halsey Corridor. Hence, the local economies are inter-related and growing.

## **3. PROPOSAL GUIDELINES**

This Request for Proposal represents the requirements for an open and competitive process. Proposals will be accepted until 4 pm PST (June 30, 2016). Any proposals received after this date and time will be returned to the sender. All proposals must be signed by an official agent or representative of the company submitting the proposal.

If the organization submitting a proposal must outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Additionally, all costs included in proposals must include any outsourced or contracted work. Any proposals which call for outsourcing or contracting work must include a name and description of the organizations being contracted.

All costs must be itemized to include an explanation of all fees and costs.

Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP. All contractual terms and conditions will be subject to review by the legal staff and will include scope, budget, schedule, and other necessary items pertaining to the project.

#### **4. COLLABORATION WITH STAFF/COMMUNITY PROCESS**

This Project will utilize a Technical Advisory Committee (TAC) and Community Advisory Committee (CAC). The two advisory committees will review work products and make recommendations to the Planning Commissions and City Councils from the three Cities at the adoption stage. Consultant shall hold an initial meeting with both committees to kick off and present an overview of the project, including time lines.

Project responsibility will be shared among staff from the three local jurisdictions (Fairview, Wood Village, and Troutdale) with Multnomah County providing advisory support and serve as the Project Management Team (PMT). Although the three jurisdictions will have assigned project managers, City of Fairview staff will be the lead project manager and be the conduit of information with Metro staff.

Consultant shall work in partnership with the PMT. The PMT has the responsibility of guiding the Halsey Corridor Project and reviewing products through the various stages of the Halsey Corridor Project. The Consultant shall be expected to participate in person in meetings with staff, the TAC/CAC, the Planning Commissions and the City Councils, and Metro staff and officials. Consultant will be responsible for presenting the Halsey Corridor Plan jointly to the Planning Commissions and City Councils during the adoption phase.

#### **5. PROJECT SCOPE**

The Halsey Corridor Project is broken down into the essential work tasks described below and is anticipated to be completed over twelve months. In light of this being a collaborative effort among the local jurisdictions, residents, business owners, and other area stakeholders – five charrette-structured events will be formed and utilized extensively. Essential elements of the scope of work will include:

##### **Project Setup**

The selected consultant will collaborate with PMT in preparing the final scope of work. This will enable the Project Team to identify creative methods and approaches to achieving project expectation and outcomes that adhere to the available budget.

During this initiation phase, a Public Involvement Plan will be developed and oversight committees (TAC/CAC) will be established. Initial outreach to property owners and interested parties will include mailings and invitations to discuss the Halsey Corridor Project and their property in small groups or individually. Property owner engagement and public outreach will continue throughout the Halsey Corridor Project.

##### **Current Conditions and Inventory Report**

This task will build upon information gathered for previous studies/projects, including the NE Halsey Conceptual Design Project and East Metro Connections Plan. Mapping,

infrastructure, and property data will be gathered for the purpose of identifying barriers (and opportunities) for development by location and type. Zoning codes from each jurisdiction will be investigated, on-site fieldwork will be performed, and the first charrette (C-1) will be conducted in order to sharpen the focus of the project.

### **Background Analysis**

From the information gathered previously, the second charrette (C-2) will focus on strengths, weaknesses, opportunities, and threats (SWOT) through brainstorming exercises followed by assembling an inventory for potential responses and solutions.

### **Community Visioning**

The visioning process can be underway as incoming information is processed. During the third scheduled charrette (C-3), the Project Team will develop a vision for how the Halsey Corridor will look and function, and provide a unique identity for the three municipalities. During the process, a visioning process will generate principles, develop strategies, and arrive at design concepts for consideration.

### **Draft Halsey Corridor Strategy**

The previous tasks and accompanying charrettes will enable the Project Team, along with all the stakeholders, to form a consolidated strategy for the Halsey Corridor. Hence, the focus of the fourth charrette (C-4) will be to create a long-term direction for the Halsey Corridor that is shared by the three city jurisdictions, yet allow flexibility for each city to shape strategies and implementation actions unique to their needs.

### **Draft Implementation Plan**

The previous tasks of collecting and processing information, SWOT assessment, conceptual considerations, and forming a strategy for implementation will culminate with a specific list of projects developed through the final charrette (C-5) that will propel the Halsey Corridor and surrounding vicinity into a viable center of employment and activity for the East Metro region.

### **Final Plan and Adoption**

A revised and finalized Halsey Corridor Plan for the Halsey Corridor will be developed, based on input from the five previous charrettes, followed by formal adoption, by resolution, of the Planning Commissions and City Councils of the three local municipalities of Fairview, Wood Village, and Troutdale.

## **6. PROPOSAL EVALUATION CRITERIA**

The Cities are seeking written proposals that demonstrate solid technical skills and exceptional teamwork in providing public involvement, economic analysis, innovative solutions, and an ability to work with agencies and stakeholders with different perspectives. The successful applicant will demonstrate outstanding competence and experience relating to the criteria discussed below, convincing the selection committee that the proposed team is the best one for this project.

### **A. Teamwork**



Describe your experience working as a team on complex planning projects involving multiple jurisdictions and diverse stakeholders. Have you worked on concept planning projects involving more than one city? Describe how the members of your team worked together to help the cities collaborate with each other, as well as engage other agencies and stakeholders to plan for future development and visioning of the area.

#### **B. Expertise to Design and Implement a Public Involvement Plan**

The public involvement process for the Halsey Corridor Plan should actively engage the community, including business representatives and decision-makers, in envisioning, debating and identifying planning priorities. Describe your team's strategy for developing public involvement plans for concept planning processes and other complicated public projects. What does your team think is the most important aspect of the involvement strategy for this particular project?

#### **C. Ability to Work with Agencies and Stakeholders with Different Perspectives**

Describe your team's strategy for designing interactions where a variety of both private and public opinions and viewpoints exist. Give examples of economic development concept planning projects that your team has worked on where there were diverse city interests in one planning area and how your team members helped to resolve them. Describe the different types of interactions that would be important for the Halsey Corridor Plan. What are the goals and expected outcomes from the interactions?

#### **D. Innovative Solutions**

A strong vision for this area will be critical to the concept plan and subsequent adoption. Arriving at that vision may depend on your ability to "think outside the box", be inventive, and employ original and cutting-edge techniques in the planning process. How might your team go about eliciting a strong vision for this area that will guide land use and infrastructure? What design, education, and stakeholder involvement tools might your team use to ensure the process leads to consensus on one vision for development of the area? Describe your team's experience with involving the community as well as public officials and other stakeholders to create innovative solutions.

#### **E. Solid Technical Skills**

Sound analytical, land use, and engineering skills form the foundation of the concept planning process, and a solid grounding in the regulatory and fiscal context will ultimately determine whether the Halsey Corridor Plan can be implemented. Describe your team's analytical, land use, engineering, and infrastructure planning and cost estimating skills. How will you marry the technical information generated with the vision and ideas from stakeholders to produce a concept plan that is realistic with a good chance of being implemented?

#### **F. Achievements**

What do you consider to be your team's greatest achievements or proudest moments in the areas of innovation, partnerships, collaboration, and community building in concept planning or complex planning processes? How would these experiences benefit the Halsey Corridor Plan?

## 7. SUBMISSION REQUIREMENTS

Each submittal should provide the following information for consideration by the selection committee (value in parenthesis indicates total possible points for each element):

- Briefly describe your team’s professional experience. (5)
- Describe how you would accomplish the anticipated scope of work. (15)
- Respond to the selection criteria. (35)
- Describe your team’s capability to provide consulting services and identify who would provide such services. (25)
  - Identify the day-to-day project manager and the principal-in-charge.
  - Identify the key project team members.
  - If the team includes more than one firm, describe the relationship between the firms.
- Identify your team’s municipal experience and indicate which agencies your firm has served within the last five years. (5)
  - Provide references from relevant projects.
- Provide a rate schedule, including the hourly rate by job title/classification.<sup>1</sup> (5)
- Provide pertinent work samples. These may include interim or final deliverables, video of your team in action (e.g., giving public presentations, leading a planning event), examples of innovative tools or techniques, etc. (10)

## 8. REQUEST FOR PROPOSAL AND PROJECT TIMELINE

Submit **10 copies** of the written proposal in response to this Request for Proposals. Submittals must be clearly marked “Request for Proposals for Halsey Corridor Plan”. Applicants are encouraged to submit succinct proposals that clearly articulate their qualifications and demonstrate strong, vibrant communication skills. No written proposal shall be longer than **12 pages in length**, not including work samples and resumes.

A selection committee that includes representatives from all three cities plus Multnomah County will review written proposals and interview candidates as needed to make the final selection. The selection committee will chose the successful consultant team.

### Timeline for Selection:

RFP Available to the Public	May 25, 2016
Written Proposals Due	June 30, 2016 (4 pm)
Evaluate/Rank/Invite for Interviews	July 1, 2016
Interviews/Consultant Selection	July 7, 2016

---

<sup>1</sup> This information will be kept confidential

Complete Contract Scope of Work	July 13, 2016
Contract Approval	July 20, 2016
Project Start Date	July 25, 2016

All proposals in response to this RFP are due no later than 4 PM PST June 30, 2016.

Evaluation of proposals will be conducted on July 1, 2016. Bidder(s) will be notified if additional information or discussions are needed.

The selection decision for the winning bidder will be made no later than July 7, 2016 after interviews are conducted.

Upon notification, the contract negotiation with the winning bidder will begin immediately. Contract negotiations will be completed by July 13, 2016.

Notifications to bidders who were not selected will be completed by July 11, 2016